RENUKA CHOWDHURY). (a) and (b) The Andaman Chamber of Commerce and Industry has written to the Government that they estimate a daily loss to the tourism industry at over Rs. 30 lakhs.

(c) and (d) An Integrated Media strategy has been developed to boost tourism in the Tsunami hit States of India, comprising the following:

1. Familiarisation trips of Tour Operators/Media Representatives
2. Brochure/Map/Posters/CD Roms for distribution.
3. Electronic Media Campaign.
4. Print Media Campaign.
5. Use of Internet for marketing of such States in the international as well as domestic markets.

Promoting night bazaars

4299. SHRI DATTA MEGHE: Will the Minister of TOURISM be pleased to state:

(a) whether Government propose to start nigh bazaars in all cities of the country;

(b) if so, the details thereof,

(c) whether her Ministry has written a letter to the Chief Ministers of all States and Administrators of Union Territories to explore possibilities to start night bazaars;

(d) if so, the details thereof; and

(e) the response of the States and Union Territories to the said communication?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) to (e) Ministry of Tourism has evolved a concept of Night Bazaar as an attempt to provide a unique shopping experience as well as to preserve and nourish the traditional art, craft and cultural forms of the country. The first project "Mumbai Mela" in January 2005 was supported by the Ministry. The first Night Bazaar in Delhi has been started *w.e f* 27/03/05 at Lily Pool Lawns of Hotel Ashok.

Agreement with Italy on tourism

†4300. SHRI MOTILAL VORA: Will the Minister of TOURISM be pleased to state:

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†Original notice of the question was received in Hindi